

THE DAILY MISSOURIAN

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TO CREATE BUSINESS

When business is good everybody wants to advertise and you can't keep the local merchant out of the columns of the newspaper with a shot-gun. Let business get a little slack and you can't give him space in the newspaper.

The merchant, to make a success of any business, should not permit an issue of the local paper to come out without he has an ad in its columns. If business is good advertise to keep buyers coming. When business is dull, then is the time to advertise to create new business. The successful advertiser has found that no matter how dull the season, the people will buy if something is offered to them in the way of a bargain. The average merchant will tell you that it is needless to advertise in the summer months. This is a mistake. Have you noticed the extensive advertising of the Liggett-Myers Tobacco Company throughout the entire country the last few months?

Give the creative advertising a fair trial, not one ad but a constant appeal to the public, and you will find in a short time that you are creating business while the non-advertiser is waiting for the rush. The constant advertiser, in time, will find that his business knows no such thing as a dull season.

VALUE OF VACATION

The human body is an engine, a very excellent engine with self-adjusting, self-mending, self-adapting mechanism. But once in a while it needs to be pulled off the road for a new motor supply and change of adjustment.

About once every so often, varying with the kind of work done, every person needs to take a holiday, rest up and get new vigor or mingle with folks that will give a new adjustment in life. Steady plodding gets work done but the worker is liable to become morbid, fall behind the times and grow old too quick.

Today business men succeed in proportion to their ability to stay young and vigorous. Comfort, vigor and efficiency are all one. A few hours a week, not overdone, on the ball diamond, tennis court or joy ride inevitably shows up in the dollars and cents column.

This hot weather only emphasizes the case. The same reason that argued for shorter hours and six day laws are still arguing for a short vacation in the middle of the week.

DETROIT IS POLITICAL CENTER

Progressive Votes and 'Ford' Given as Reasons for Picking This City.

By United Press. DETROIT, Aug. 17.—Detroit—political battleground of the nation! Such it is today. For the first time in its history the issues of a great campaign are being fought out by the leaders in this city of the middle west.

Roosevelt started the tide of battle Detroitward when he came here to

preach preparedness. President Wilson selected the City of the Straights for his most important address of the pre-campaign period. Charles Evans Hughes launched his campaign for the Presidency here August 7.

Ask Michigan politicians why and the answer almost invariably is: "Ford." Roosevelt came to fight the anti-militaristic movement that crystallized following Henry Ford's unexpected appearance in the results of the presidential primaries. Mr. Wilson picked Detroit as the place for his address on Mexican relations. Politicians believe he picked Detroit because he recognized it as a representative industrial center. Then came Hughes, selecting Detroit as the scene of his first offensive move in the actual campaign. The motive of the Republican nominee in picking the automobile city was practical politics. Michigan was the first state in the union to declare definitely for the ex-justice.

A battle royal for Michigan's immense Progressive vote also is indicated by the actions of the two nominees. Normally, Michigan is Republican by 50,000, but four years ago the Progressives received the popular verdict, polling more than 212,000 votes, or nearly 39 per cent of the total.

The fight for the control of this Progressive element promises to develop into one of the feature rounds of the campaign.

WESTERN GOLF CONTEST OPENS

Professionals Will Meet Today at the Blue Mound Country Club.

By United Press. MILWAUKEE, Aug. 17.—The Western Open Golf Championship tournament began at the Blue Mound Country Club here today between leading professionals of the country.

Tom McNamara of Boston, present holder of the title, will defend his laurels. Jack Hutchinson of Pittsburgh, the "pro" who won the prize money in the National Open Tournament at Minneapolis this year, also is at the meet.

Other players from the eastern district are: Walter C. Hagen of Rochester, N. Y., former holder of the national open championship honors, George Sargent of Washington, D. C., and Michael Brady of Wallston, Mass., who recently won the Massachusetts open title after the play off of a tie with Pat Doyle.

The leading golfers of the Chicago district are also on hand and ready for the big event.

BROILED LIZARD ON THEIR MENU

U. S. Marines in Nicaragua Eat Fried Iguana Steaks.

By United Press. MANAGUA, Nicaragua, Aug. 17.—Perhaps broiled lizard will never find its way to the menu cards of fashionable New York restaurants, but the United States Marines attached to the American legation here have found, as entremets to the lotus, fried or broiled iguana steaks, served with a tasty sauce made from alligator pears, to be everything claimed by the native epicures.

The iguana, or giant lizard, has been used for food by the natives for many years, and iguana steak finds much favor with them because of its gamey taste. The iguana is herbivorous.

And All the Powder Is at the Front.

By United Press. LONDON, Aug. 17.—A leading hair-dresser here said today that she had discovered that English women are developing "war wrinkles" on their faces. She declared that the little wrinkles around the mouths and eyes of her patrons are unlike any she ever saw before and have appeared only since the war began. They have, she said, changed the average Englishwoman's expression.

Gets a Gold Piece for Each Wound.

By United Press. LONDON, Aug. 17.—Lance Corporal Riley, convalescing in Queen Mary's hospital from the effects of 51 bullet wounds suffered in the Big Push, was advised today that he will receive a piece of gold braid for each wound. Riley has lockjaw, too.

FARMERS TO CHECK WASTE IN MARKETING

Fourth National Conference To Meet in Chicago on December 4 and 5.

DISCUSS CREDITS ACT

How to Increase Efficiency on The Farm to Be the Chief Subject.

By United Press.

CHICAGO, Aug. 17.—How to check the billion dollar waste in the marketing of farm products will be the dominant theme of the fourth national conference on marketing and farm credits, called today to meet in Chicago December 4 and 5.

Farmers of all states are expected to unite in a discussion of ways and means to remedy a condition termed "wasteful and iniquitous in the extreme" by the committee in its meeting notice.

Surveys will be made prior to the winter gathering that will show the movement of crops such as livestock, grain, cotton and hay. The whole milk problem and its relation to city distribution will be worked out.

Practical plans will be drawn for products and increasing the consumption of certain farm crops.

Half of the conference work will be devoted to rural credits and the federal farm loan act will come in for its share of criticism.

Will Analyze the Limitations.

"The delegates will analyze the scope and limitations of the act," said Charles W. Holman of Madison, Wis., today. "And when they are through the American farmer will know what to expect under its terms. Contrary to the general belief, this act does not solve the rural credit problem. It is a beginning, but a crude one. It may prove to be almost inoperative in a number of states where federal jurisdiction will clash with existing home-land laws."

"Nor does the act touch even remotely the question of personal credit and it is a long way from striking at the great problem of turning tenants and landless men into 'home owning farmers.'"

"How to adjust state laws to harmonize with the act will be shown by speakers at the conference. Aid for the landless man and the immigrant will be discussed. We expect delegates from every state in the Union and from Canada. A feature of the winter session will be hearings to bring out needed information. The results of careful investigation and long experience will be presented on practical phases of the questions."

Farmers' organizations will be invited to send men to tell their troubles. "The conference is an open forum now in its fourth year. It is non-partisan. Its deliberations are followed up from year to year by committees and special bodies working for the delegates. The general committee singing the call are:

The List of Signers.

Frank L. McVey, chairman, Grand Forks, N. D.; president of the University of North Dakota; Frank P. Holland, of Dallas, publisher of Farm & Ranch; Gifford Pinchot, Milford Pa., governor Arthur Capper of Kansas, president of the Capper farm papers; Charles S. Barrett, Union City,

Pa., president of the National Farmers' Union; Lou D. Sweet, Denver, Charles McCarty of Madison, Wis., chief of the Wisconsin Legislative Reference library; James C. Caldwell, Lakeland, Minn.; H. J. Hughes of Minneapolis, editor of Farm, Stock & Home; Charles Poe of Raleigh, N. C., president Progressive Farmer papers.

Also E. M. Tusley of Minneapolis, American Rochdale League; E. P. Harris, Montclair, N. Y.; Herman W. Danforth, Washington, Ill.; president National Council Farmers' Co-operative Union; L. C. Sampson of Spokane, Prof. L. D. H. Weld of Yale, M. R. Myers of Chicago, editor American Co-operative Journal; Frank E. Long, Chicago, publisher Farmers Review; E. T. Meredith, Des Moines, publisher, Successful Farming; Thomas Cooper, Fargo, N. D., director of state agricultural experiment stations; J. M. Caffrey, Franklin, La.

Also: George W. Simon, western agent of the Jewish Agricultural Aid Society; John Lee Coulter, Morgantown, W. Va.; dean of agriculture, University of West Virginia; L. S. Herron, Lincoln, Neb., editor, Nebraska Farmer; H. E. Young, Chicago; H. J. Waters, Manhattan, Kansas, president, Kansas Agricultural College; W. L. Ames, Oregon, Wis.; Roger Derby, Jackson Springs, N. C., and George W. Holman.

OKLAHOMA MAN VISITS HERE

W. L. Carlyle Looks Over M. U. College of Agriculture.

W. L. Carlyle, dean of the Oklahoma Agricultural and Mechanical College and director of the Oklahoma experiment station, Stillwater, Okla., arrived in Columbia yesterday in his automobile, accompanied by members of his family and Carl Williams, editor of the Oklahoma Farmer and Stockman. Dean Carlyle judged cattle at the Bluegrass Fair at Lexington, Mo., last week and decided to visit the College of Agriculture on his way home.

Dean Carlyle was graduated from the Ontario Agricultural College and the University of Toronto in 1892 and spent the next year in the dairy and live stock department of that school. At Minnesota during the next three years Mr. Carlyle started the first university extension work in the United States. He went to the University of Wisconsin in 1897 and remained there until 1903, when he went to Colorado as dean and director of the state agricultural college. After seven years in Colorado, Professor Carlyle went to Idaho University as dean and acting president and remained there six years. Upon leaving Idaho in 1914 he went to Oklahoma.

During the years he has taught in the different agricultural colleges Professor Carlyle has done a great deal of experimental work, especially at the University of Wisconsin. While at the University of Colorado he helped conduct a government carriage horse experiment.

This was Dean Carlyle's first visit to Columbia. He was very favorably impressed with the University and with the College of Agriculture in particular. He said the College of Agriculture is one of the best in the country, being second only to the Cornell agricultural school. Dean Carlyle says the post-graduate work here is excellent.

Dean Carlyle and party will leave for Kansas City tomorrow morning. After a few days' visit in that city they will return to Stillwater, Okla.

Missourian business office, phone 55.

TO HOLD A "MATINEE" ON THE LA CIMA FARM

State Board of Agriculture to Hold Meeting Near Kansas City.

IN JACKSON COUNTY

Jewell Mayes, E. G. Bennet and Others Are on Informal Program.

Next Saturday the State Board of Agriculture will hold a farm "matinee" at 2:30 o'clock at the La Cima farm, Jackson County, ten miles southwest of Kansas City. The "matinee" will be a sectional meeting of the State Dairy association.

The La Cima farm is the beautiful country home of Mr. and Mrs. Fred J. Bannister. The Bannisters own the dairy herd that won the principal honors in the Central West shows of last year. The coming meeting will be held just before they start on the national show circuit with their prize herd.

The guests will be taken to the La Cima farm free in automobiles leaving the Baltimore Hotel in Kansas City at 12:30 o'clock Saturday afternoon. A large tent will be put up to house the visitors.

An informal program will be given. E. G. Bennett and C. H. Eckles, state dairy commissioners; Jewell Mayes, secretary of the State Board of Agriculture; J. G. Watson, secretary-manager of the Southwestern Dairy Show Association, and M. M. Sweetman, director of the Southwestern Jersey Breeders Association, will be among the speakers.

Jackson County has bought in the last three years, more than \$100,000 worth of registered dairy cattle and that county is now the foremost Jersey center in Missouri.

TO HELP IN SMITHSONIAN WORK

Argentine Government Offers Aid to United States Commission.

gentine government has issued orders that every facility be extended to the members of the Commission from the Smithsonian Institute at Washington who are coming here to engage in solar studies.

It is understood the commission's work will be mainly in the interior, remote from large towns, and all possible preparations are being made for its convenience.

LIFE OF A ROUSTABOUT--- WORK FROM 4 A. M. TO 1 P. M.

There are many dreamers who envy the circus roustabout his easy and exciting work. But if these students in the school of Morpheus were to follow the envious person through one day's work, it is a good bet that they would be cured.

The daily show town is generally reached about 4 o'clock in the morning, and then begins the work of the circus man. The horse cars are first opened and the horses fed and harnessed in preparation for unloading. And who is it that has seen a circus "unload," who would be willing to help take the shrouded wagons from the train? These are the same cages and wagons that will be seen at 10 o'clock in the parade, but the tinsel and the paint is covered with canvas, and the desire to follow these has not yet come.

When everything is moved to the show grounds, the men are allowed a hasty breakfast—not in a sun-kissed dining room, but in a canvas hotel with one table, and a row of chairs on either side. Here, with some "china" and a lot that is not, the favored few are allowed to eat.

Now the "top" or tent must be put up, and the smaller show tents and horse tents erected, making the canvas city that lays its streets in a different land every day. Now the "roustabout" is one of six to take a sledge and drive the stakes. All that is necessary to find out that this is not easy is one attempt on the part of the outsider. There is nothing to do now but drive stakes until time for the parade, when the wagons must be

washed and the harness shined. The spangles and grease paint now goes on its daily parade, while the dirty canvas and begrimed canvassman remains on the ground, putting in the long tiers of seats, and stretching the ropes, on which they put the cards. "KEEP OUT."

But the parade has been completed and while the performer goes to the shower, the "man behind the gun" must place the cages in the usual display order, and finish the building of his little city.

From 2 o'clock until 10 o'clock the roustabout has nothing to do but guard the tents, look after the stock and animals and be ready for the "Hey Rube" call—a signal in every circus to grab a stake and be ready for a free-for-all fight with the "townsman."

About 10 o'clock, when there is no longer any chance to attract or lure the unsuspecting inside, the cages are covered, and the small tents taken down. By the time the crowd is out of the "big top," the seats are falling and the apparently chaotic work of tearing down is well under way. The circus is over, and the innocent bystander can go home and go to bed.

But the cars and cages must be put on the trains, for the next show town is perhaps hundreds of miles away.

This is finally accomplished, and about 1 o'clock the envious roustabout may roll into an upper berth of a hot pullman and enjoy the sleep of those who have nothing to do. He has an easy life—nothing to do until 4 o'clock in the morning.

B. P. Smoot Visits Here.

B. P. Smoot of Centralia, farmers' institute lecturer for the State Board of Agriculture, spent yesterday in Columbia.

I want to buy, good second hand furniture and stoves. Will pay good prices for your entire house. Phone 238-red and get prices before selling. Second-hand goods taken in exchange for new. J. M. HUGHES, 811 Walnut St.

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You and Your Friends—and

Coca-Cola

You tried it because we told you how good and delicious it was.

But your friends began drinking it because you told them how good it was. This is the endless chain of enthusiasm that has made Coca-Cola the beverage of the nation.

THE COCA-COLA CO. ATLANTA, GA.



Many of America's most successful manufacturers have their factory output sold for months ahead. But they are still sticking to their advertising policies.

They know it costs less to keep up the momentum than to start the machinery over again.

Are you slackening up your advertising for the summer? Remember that advertising can't take a vacation without a loss. Keep Mr. Ad on the job.

TALK ABOUT MR. GLANCY AND THE MARQUETTE HOTEL ST. LOUIS A HOTEL for your Wife, Mother or Sister